

## **i. FOREWORD**

The Swaziland Tourism Authority (STA) was established as a parastatal in terms of the STA Act of 2001. One of its missions is to provide Government, private sector and potential investors with national tourism data, up to date statistics, market research data and global, regional and local tourism trend analysis that are both reliable and have integrity. STA collects and publishes Swaziland tourism statistics with the prime objectives of analyzing the state of the industry, identifying key and emerging source markets, assessing prospects for the future and challenges facing the industry that will have impact on long-term trends.

The report presents an overview of the performance of the tourism industry including:

- International tourism and its development
- Development of tourism within Swaziland
- Swaziland's inbound tourism incoming, characterization and expenditure – source markets for incoming travel to Swaziland and their profile

The STA's market research is focused on forward-thinking, networked surveys aimed at providing National Tourism Administrators, Statistical Institutions and all stakeholders within the Swaziland tourism industry with cutting-edge analysis for a professional marketing strategy.

Happy reading.

**Moroesi N. Khoza**  
Chief Executive Officer  
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## ii. EXECUTIVE SUMMARY

The Swaziland Tourism Authority conducts an annual exit survey (international visitor arrival survey) to determine the profile, travel pattern, spend, opinions and expectations of travelers to Swaziland. The survey is carried out to determine key variables as they relate to visitors opinions with regard to Swaziland as a destination, and the services and facilities available in Swaziland in relation to expectations.

In this regard 9,283 returned questionnaires from a target group of departing tourists above 18 years are analyzed in this report. Swaziland's neighbouring countries remain the main source markets with RSA accounting for 70% of visitors. Overseas top drivers in terms of growth are Germany, UK, Netherlands, France and USA, respectively. The majority of respondents belong to age groups between 25-34 years with 16% more male respondents than females. The main source of information about Swaziland is from friends and relatives followed by travel agents and newspaper/magazines. Around 10% visitors indicated that they had difficulty in organizing their holiday to Swaziland due to constraints in access to visas, and lack of information.

About 52% are repeat visitors, some repeating more than 2-3 times. They come generally, keen to enjoy the natural environment, on full-board or all-inclusive accommodation, with about 30% combining their holiday with another country. (shift paragraph below to this position).

Most respondents stated leisure related activities as the main purpose of visit. The majority of respondents rated their stay in Swaziland as good and also said that the customer services in border posts was impressive. The highlight of most visitors is the friendliness of Swazi people, the scenery and heritage and culture of Swaziland. However, about 60% of total respondents said that they encountered problems related to poor road signage, lack of ablution facilities, and international banking facilities. Most of the respondents were very satisfied with their visit to Swaziland and said they would come back. Over 96% of the respondents said that they would recommend Swaziland to others.

The general conclusion is that in the opinion of visitors, Swaziland remains a very desirable place that meets or exceeds expectations of the overwhelming majority.

### iii. Introduction

This report is based on studies carried out by STA's market research unit and data supplied by the Central Statistics Office and World Tourism Organization. The report presents the results of the **Swaziland International Visitor Arrival Survey 2005**, as prepared by Swaziland Tourism Authority. The primary goal of this study is to enable policy makers, industry and stakeholders to understand the characteristics, preferences and expectations of tourists and to identify current and emerging issues as they relate to the services and facilities provided for visitors to Swaziland.

A total of 10000 questionnaires were used targeting visitors departing by land or air who are 18 years of age or older. A set of screening questions were used to allow the interviewer to identify the correct respondent. To conduct the survey seven (7) entry/exit points were selected, namely Ngwenya Border Post, Matsamo Border Post, Lomahasha Border Post, Lavumisa Border Post, Mahamba Border Post, Sandlane Border Post and Matsapha International Airport. The distribution of questionnaires was proportionate according to traffic flows for the identified exit points. Respondent interviews at border posts are done at three points: - on arrival at the border; upon joining a queue to complete exit formalities or; upon departure from the formalities, in preparation for the rest of the journey. At each of these points the interviewers intercept every 5<sup>th</sup> person. Only one person in a group of 5 is recruited. At the point of arrival the respondent's intention to participate is elicited and the survey details introduced. The on-queue sampling consists of both a pre-screening phase and a confirmation phase. The actual interviewing takes place thereafter. If no confirmation is being submitted by the respondent to the interviewer the next traveler will be intercepted. Personal interviewers positioned next to the Immigration counters assist the respondent by filling the forms. Data on the population i.e. international visitor arrival figure (gathered from Immigration) is used to weight data from the survey.

This report contains analysis of the demographic, economic, social, and geographic data of tourists leaving Swaziland at the time of the survey; the opinion of visitors about their place of stay in Swaziland and services and facilities; mode of travel to Swaziland and sources of information on Swaziland for visitors and; determine pattern of visit, perceptions on value for money, holiday preferences (shift "and interests" to this position).

To access this report please visit the "Research & Media" section on the Swaziland Tourism website at [www.welcometoswaziland.com](http://www.welcometoswaziland.com). For further information on this study, please contact:

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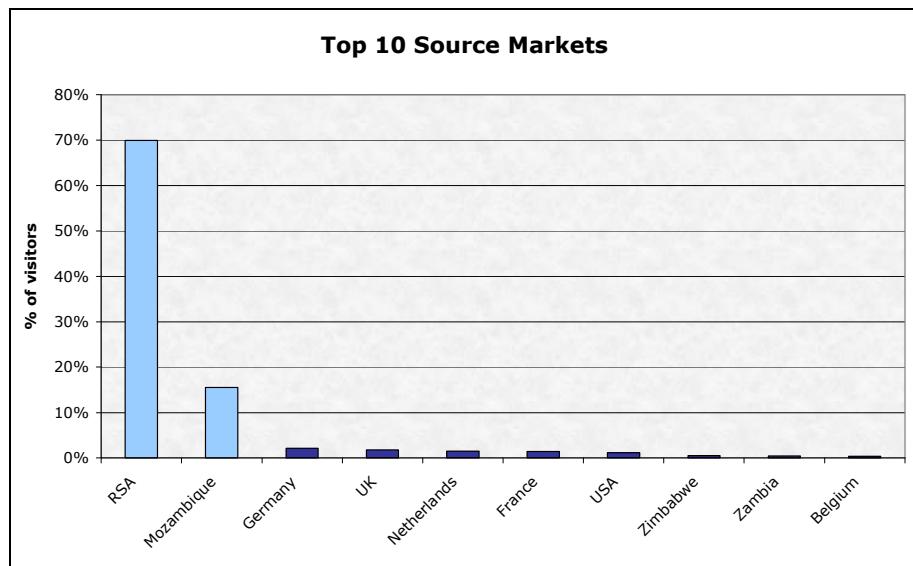
## 1. Visitor arrivals to Swaziland in 2005

Swaziland's neighbouring countries provided the greatest volume of visitors constituting 85% of total visitor arrivals with South Africa recording 826,687 visitor arrivals and Mozambique with 183,382 visitor arrivals.

The major generating overseas markets to Swaziland in 2005 include Germany with 25,395 visitor arrivals, United Kingdom (21,283), the Netherlands (17,703), France (16,880) and United States of America (14,005).

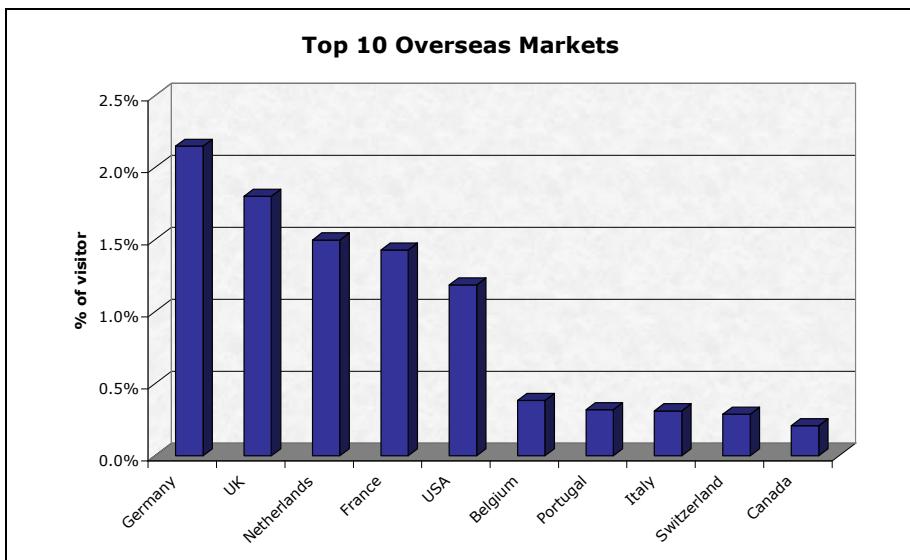
Asia remains an untapped source market despite the 151.2 million outbound trips made in 2005 and in particular the over all boom in Chinese including Hong Kong (remove spacing) outbound travel caused by the continuing relaxation on travel regulations on Chinese. Despite China (including Hong Kong) being one of the top 10 markets driving growth of foreign tourist arrivals to RSA (19.3 percent) in 2004 recording a total of 51,080 Swaziland recorded a total of 2,381 Chinese arrivals. Other significant Asian markets to Swaziland are India with 2,396 visitor arrivals and Taiwan (1,660).

**Figure 1: Top 10 Source Markets to Swaziland, 2005**



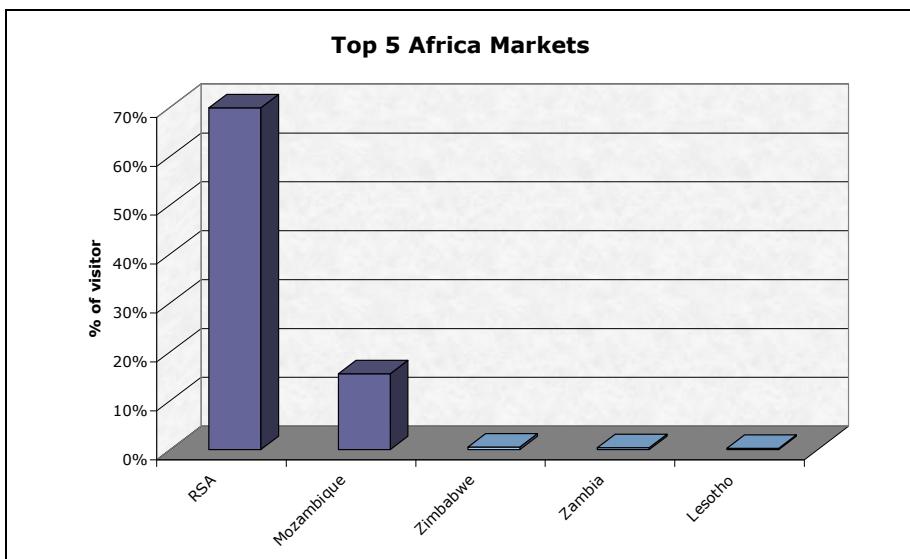
Source: Exit survey, STA

**Figure 2: Top 10 Overseas Source Markets to Swaziland, 2005**



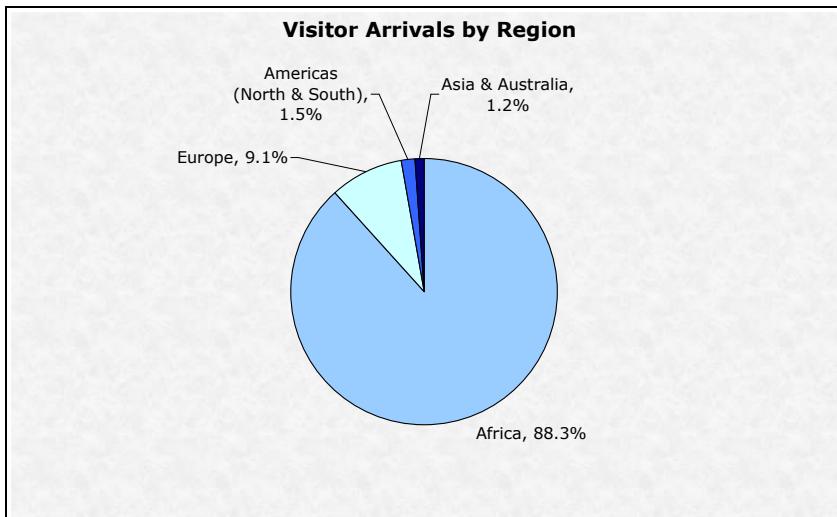
Source: Exit survey, STA

**Figure 3: Top 5 African Source Markets to Swaziland, 2005**



Source: Exit survey, STA

**Figure 4: Visitor Arrivals by Region**



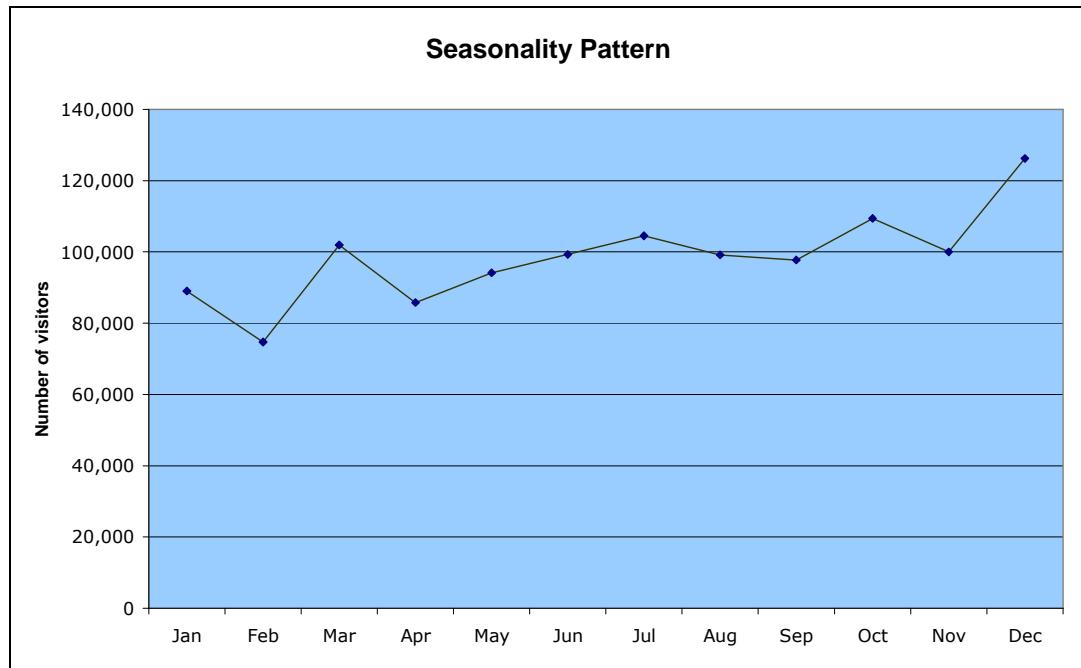
*Source: STA in collaboration with Dep. of Immigration*

## 2. Seasonality

The highest recorded monthly tourist arrival for 2005 was in December (126,246). Swaziland tourism industry experiences two seasons: the high season during the SADC Region holidays and the low season during beginning of the year.

The seasonal index registers a peak season from October to December and a trough during the months of January/February to April/May while the month of July registers a mini peak followed by a drop in September.

**Figure 5: Seasonality Pattern, 2005**

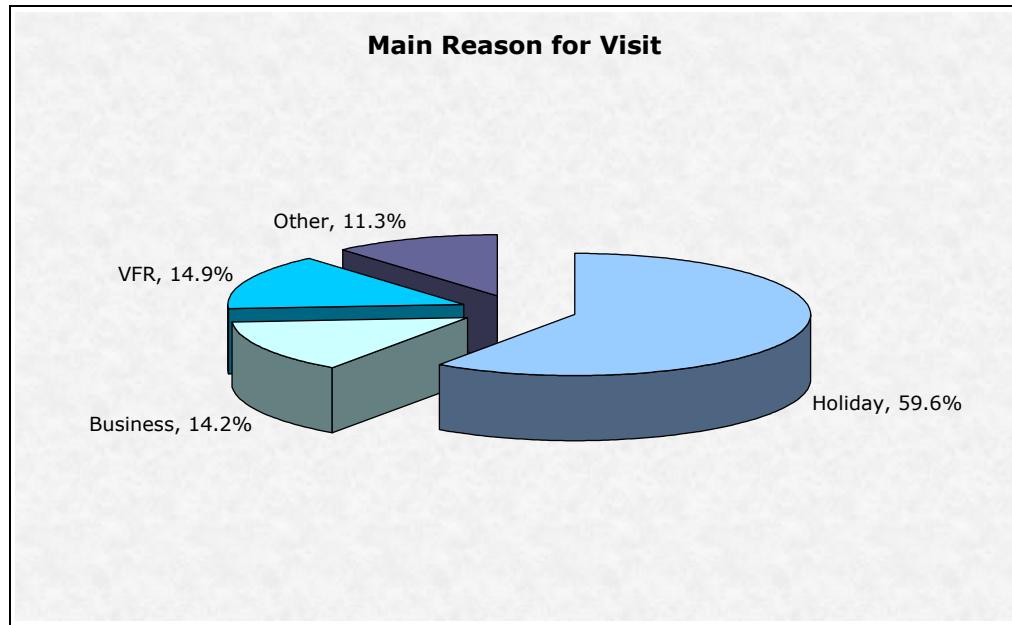


Source: STA in collaboration with Dep. of Immigration

### 3. Main reason for visit

Data for 2005 shows that holiday travelers dominate demand with a 60% share of all trips by visitors to Swaziland. Business travel and VFR make a share of 14% and 15%, respectively. Of the holiday share, 10% are day visitors and the remaining 90% for short breaks of at least one or two nights. A significant number of in-transit travelers (18%) enroute to South Africa and Mozambique was recorded.

**Figure 6: Main reason for visit, 2005**



Source: Exit survey, STA

**Table 1: Reason for visit by country of residence, 2005**

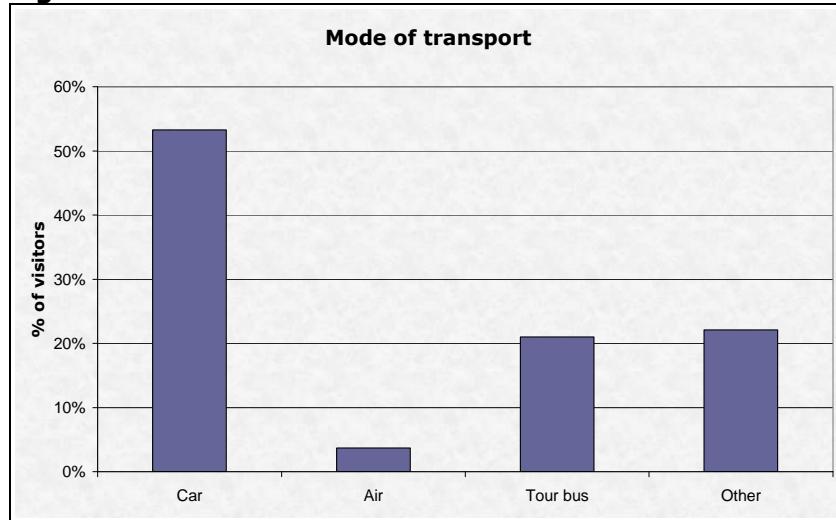
Country of residence	Holiday	Business	VFR	Transit	Other
Belgium	93%	0%	1%	3%	3%
France	98%	1%	0%	1%	0%
Germany	97%	1%	0%	1%	1%
Italy	90%	5%	0%	1%	4%
Mozambique	30%	19%	10%	25%	16%
Netherlands	98%	0%	1%	0%	1%
RSA	43%	21%	12%	23%	1%
Switzerland	96%	0%	4%	0%	0%
UK	82%	7%	1%	8%	2%
USA	81%	9%	3%	5%	2%

Source: Exit survey, STA

#### 4. Mode of travel

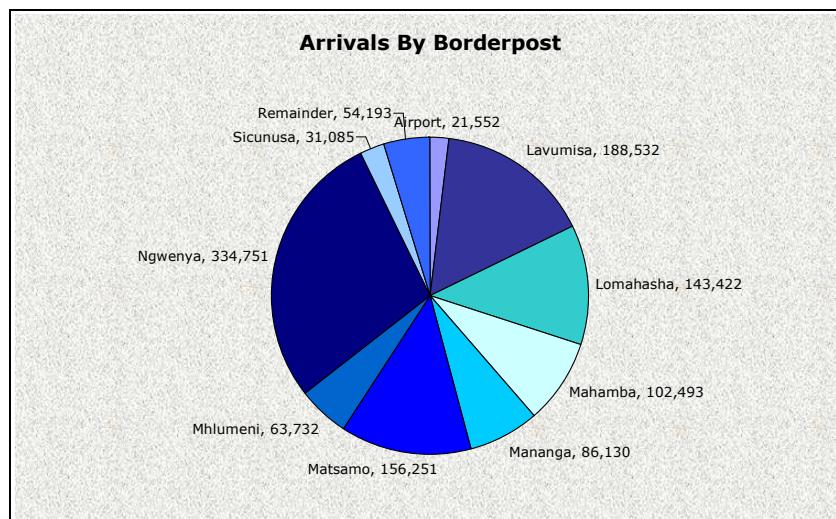
Visitor arrivals are dominated by road travel with self drives/ cars accounting for over 50% of total visitor arrivals and packaged tour travelers taking a 21% share. Air travel on the other hand recorded 4% remove full stop (Swaziland Airlink and Swazi Express). The main gateway for road travel remains Ngwenya border post recording 334, 751 entries in 2005. Lavumisa and Matsamo are mostly used by holiday travelers who mainly combine Swaziland with Kruger National Park and the Wetlands in KwaZulu Natal. Arrivals from Mozambicans through Lomahasha and Mhlumeni recorded an increase with doubling of figures in the third quarter of 2005 when compared to the earlier months after the scraping of visas by the two countries.

**Figure 7: Mode of Travel**



Source: Exit survey, STA

**Figure 8: Access by Border Post**

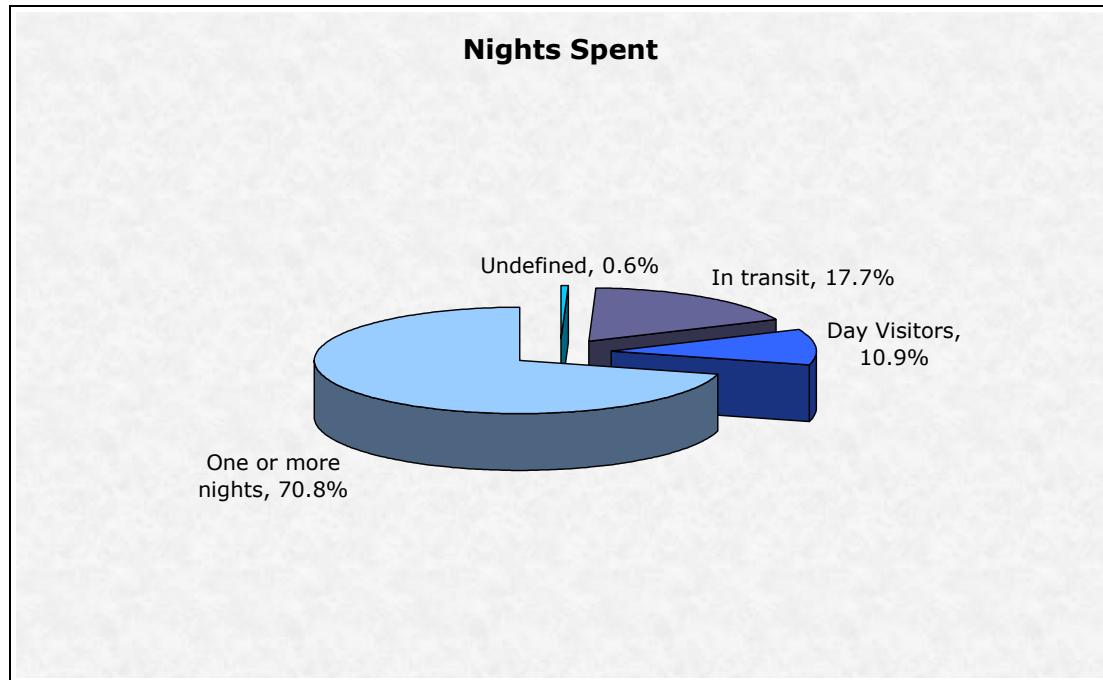


Source: STA in collaboration with Dep. of Immigration

## 5. Length of stay

In 2005 the number of nights spent in Swaziland was impressive as more than 70% of visitors spent at least one night. The average duration of stay maintained at 1 night for the past five years increased to 2 nights. During the same period day visitors recorded 11% and 18% were in transit enroute to other destinations and in particular Kruger National Park, KwaZulu Natal and Mozambique.

**Figure 9: Nights Spent in Swaziland, 2005**



Source: *Exit survey, STA*

**Table 2: Average length of stay by country of residence, 2005**

Country of residence	Average length of stay (nights)
Belgium	1
France	1
Germany	2
Italy	2
Mozambique	2
Netherlands	2
RSA	2
Switzerland	1
UK	2
USA	3

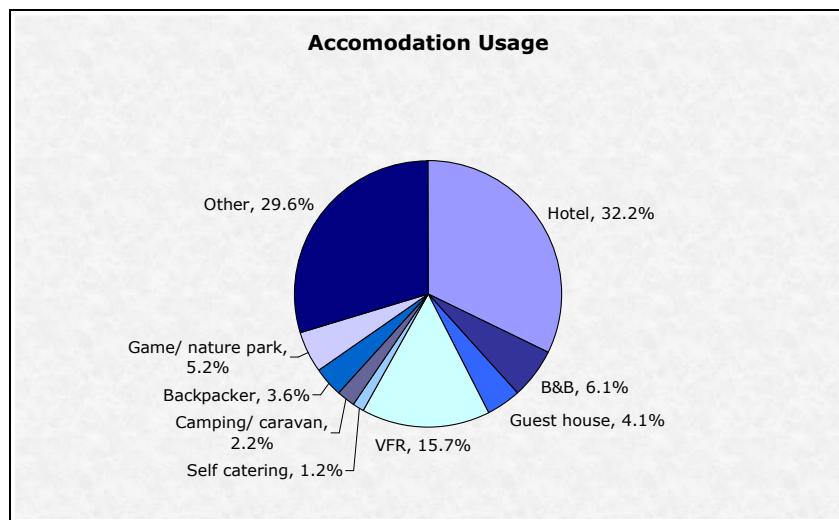
Source: *Exit survey, STA*

## 6. Tourist Accommodation

### 6.1. Distribution by category

Hotels accounted for the highest number of bednights sold with 32% while bed & breakfast and guesthouse accommodation registered 6% and 4%, respectively. Backpacker lodges (4%) are predominantly preferred by visitors from the UK, Australia, Sweden, USA and Canada while camping & caravan are favourite amongst Afrikaners. (See Annex IV)

**Figure 10: Accommodation usage**



Source: Exit survey, Swaziland Tourism Authority

### 6.2. Bednights

During 2005 a fall of 42,217 beds was recorded in the industry compared to the previous year where 909,860 beds in 54 facilities were recorded. Similarly there was a decrease in the number of accommodation establishments.

The total bed capacity of all tourist accommodation in Swaziland at the end of 2005 was 867,643 beds in 41 facilities, a decrease of 5% compared to the previous year. Worth noting is that overall bednights sold in 2005 reached a healthy growth of 9.7% maintaining occupancy rate of 47 %.

**Table 3: Bednights sold, Rooms sold and Occupancy rates, 2001-2005**

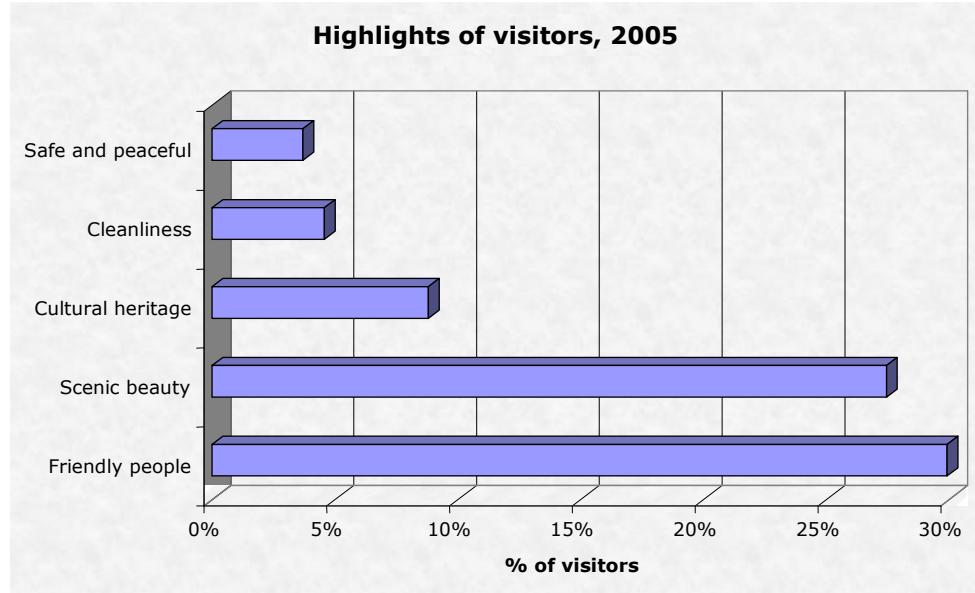
Year	Bednights sold	Rooms sold	Occupancy rate
2001	266,010	192,998	42.0%
2002	277,443	219,417	52.2%
2003	298,963	245,733	51.3%
2004	305,724	219,262	45.9%
2005	335,236	212,125	46.7%

Source: Tourism Unit, CSO

## 7. Perception of visitors to Swaziland

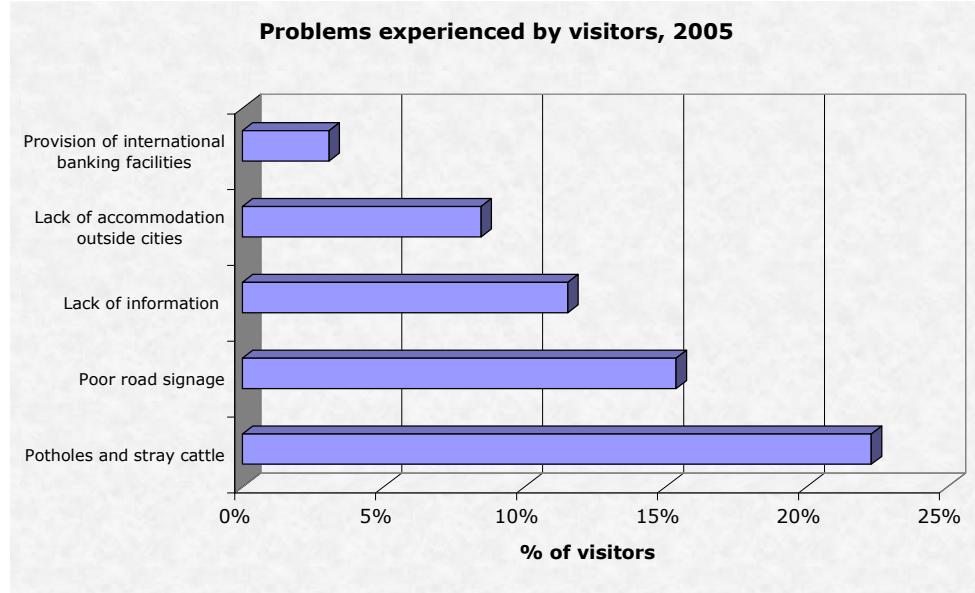
The highlight of visitors to Swaziland is the friendliness and warmth of the Swazi people. Scenic beauty, cultural heritage, safety and peace were also rated high. However, visitors did express lack of satisfaction particularly with regards to poor road signage, lack of provision of international banking facilities, parking bays and ablution facilities in central areas amongst others.

**Figure 11: Highlights of visitors**



Source: Exit survey, STA

**Figure 12: Problems experienced**



Source: Exit survey, STA

## 8. LIST OF ACRONYMS

<b>CSO</b>	Central Statistics Office
<b>STA</b>	Swaziland Tourism Authority
<b>TSA</b>	Tourism Satellite Account
<b>VFR</b>	Visiting Friends and Relatives
<b>WTO</b>	World Tourism Organisation



## 9.

## ANNEXES

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## Annex I: International visitor arrivals

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<b>Africa</b>	<b>78,171</b>	<b>64,632</b>	<b>88,954</b>	<b>76,373</b>	<b>84,943</b>	<b>93,321</b>	<b>95,659</b>	<b>87,520</b>	<b>86,194</b>	<b>90,375</b>	<b>81,534</b>	<b>115,572</b>	<b>1,043,248</b>
Botswana	295	200	438	188	260	151	268	218	195	469	298	517	3,497
Kenya	71	117	143	94	107	113	61	129	147	135	101	180	1,398
Lesotho	204	155	163	153	251	409	669	149	371	505	164	442	3,635
Malawi	160	148	234	180	159	159	174	179	205	188	152	268	2,206
Mozambique	15,004	13,446	14,629	15,150	13,079	12,890	14,987	12,595	12,263	15,098	17,262	26,979	183,382
Nigeria	177	125	163	137	147	179	139	218	195	143	36	205	1,864
RSA	60,987	49,092	71,471	58,687	69,345	77,878	78,106	71,850	70,950	72,121	61,659	84,541	826,687
Tanzania	71	155	224	189	150	169	192	267	205	190	287	341	2,440
Zambia	414	319	418	454	398	408	195	546	410	445	416	732	5,155
Zimbabwe	405	356	550	678	551	508	325	744	664	515	533	694	6,523
Other Africa	383	519	521	462	495	457	543	625	589	568	626	673	6,461
<b>North &amp; South America</b>	<b>1,068</b>	<b>1,904</b>	<b>1,906</b>	<b>1,218</b>	<b>1,148</b>	<b>1,251</b>	<b>1,632</b>	<b>1,815</b>	<b>1,397</b>	<b>1,408</b>	<b>1,434</b>	<b>1,036</b>	<b>17,217</b>
Brazil	27	24	20	24	16	14	42	40	30	41	40	25	343
Canada	160	238	194	177	145	114	157	223	215	331	352	164	2,470
USA	863	1,622	1,661	992	970	1,104	1,372	1,502	1,103	1,003	980	833	14,005
Other America	18	20	31	25	17	19	61	50	49	33	62	14	399
<b>Asia &amp; Australia</b>	<b>1,058</b>	<b>971</b>	<b>1,193</b>	<b>1,287</b>	<b>1,140</b>	<b>1,132</b>	<b>1,129</b>	<b>1,290</b>	<b>1,231</b>	<b>1,299</b>	<b>1,437</b>	<b>1,228</b>	<b>14,395</b>
Australia	195	160	195	205	201	149	223	180	244	165	184	232	2,333
China	115	154	195	214	229	219	182	269	186	237	179	202	2,381
India	195	160	246	230	176	209	89	269	224	192	179	227	2,396
Israel	106	34	21	68	56	33	48	41	88	117	22	42	676
Pakistan	97	103	144	119	122	139	158	150	137	162	149	144	1,624
Philippines	35	42	21	16	30	40	64	31	20	21	12	31	363
South Korea	106	42	52	59	92	38	65	61	59	51	116	68	809
Taiwan	100	119	134	230	112	192	179	160	68	168	84	114	1,660
Other Asia	109	157	185	146	122	113	121	129	205	186	512	168	2,153
<b>Europe</b>	<b>8,765</b>	<b>7,219</b>	<b>9,888</b>	<b>6,924</b>	<b>6,949</b>	<b>3,605</b>	<b>6,118</b>	<b>8,560</b>	<b>8,892</b>	<b>16,343</b>	<b>15,608</b>	<b>8,410</b>	<b>107,281</b>
Belgium	496	194	244	214	147	76	612	229	302	889	757	379	4,539
France	978	1,409	1,742	1,286	1,252	444	489	1,409	1,162	2,891	2,960	858	16,880
Germany	2,155	1,314	2,191	1,887	2,116	637	763	1,231	2,569	4,364	4,148	2,020	25,395
Italy	248	178	233	188	183	106	125	1,280	273	216	386	265	3,681
Netherlands	1,637	767	1,212	514	704	384	1,547	1,033	1,572	3,702	3,179	1,452	17,703
Norway	124	226	162	33	55	47	81	31	77	138	197	101	1,272
Portugal	310	243	366	282	219	238	269	447	282	306	343	457	3,762
Sweden	295	138	223	76	64	47	83	51	146	301	529	291	2,244
Switzerland	256	183	295	222	227	96	149	80	165	558	753	429	3,413
UK	1,706	1,997	2,364	1,724	1,450	1,167	1,387	2,024	1,738	2,126	2,098	1,502	21,283
Other Europe	560	570	856	498	532	363	613	745	606	852	258	656	7,109
<b>GRAND TOTAL</b>	<b>89,062</b>	<b>74,726</b>	<b>101,941</b>	<b>85,802</b>	<b>94,180</b>	<b>99,309</b>	<b>104,538</b>	<b>99,185</b>	<b>97,714</b>	<b>109,425</b>	<b>100,013</b>	<b>126,246</b>	<b>1,182,141</b>

Source: STA in collaboration with the Department of Immigration( Entry/Departure cards)



## Annex II: Reason for Visit

TABLE 2: 2005 COUNTRY/REASON FOR VISIT					
Country	Holiday	Business	VFR	Other	Total
<b>Africa</b>					
Lesotho	43.8%	15.6%	31.3%	9.4%	<b>100.0%</b>
Mozambique	30.6%	19.3%	23.9%	26.3%	<b>100.1%</b>
RSA	43.0%	21.2%	21.9%	13.8%	<b>100.0%</b>
Zimbabwe	34.1%	18.2%	38.6%	9.1%	<b>100.0%</b>
<b>America</b>					
Canada	84.7%	4.2%	6.9%	4.2%	<b>100.0%</b>
USA	79.6%	9.2%	5.4%	5.8%	<b>100.0%</b>
<b>Asia &amp; Australia</b>					
Australia	93.7%	1.6%	3.2%	1.6%	<b>100.0%</b>
<b>Europe</b>					
Belgium	92.9%	0.0%	2.9%	4.3%	<b>100.0%</b>
France	98.2%	0.5%	0.7%	0.5%	<b>100.0%</b>
Germany	96.8%	1.4%	1.0%	0.8%	<b>100.0%</b>
Italy	91.1%	5.6%	1.1%	2.2%	<b>100.0%</b>
Netherlands	98.1%	0.0%	0.3%	1.5%	<b>100.0%</b>
Norway	78.8%	3.0%	3.0%	15.2%	<b>100.0%</b>
Portugal	42.9%	3.6%	3.6%	50.0%	<b>100.0%</b>
Sweden	98.5%	0.0%	0.0%	1.5%	<b>100.0%</b>
Switzerland	96.3%	0.0%	0.0%	3.7%	<b>100.0%</b>
UK	82.5%	7.3%	8.2%	2.1%	<b>100.0%</b>

### Annex III: Mode of travel

**TABLE 3: 2005**

Country	COUNTRY/ MODE OF TRAVEL				Total
	Car	Air	Tour bus	Other	
<b>Africa</b>					
Lesotho	63.3%	6.7%	6.7%	23.3%	<b>99.9%</b>
Mozambique	40.4%	0.3%	7.6%	51.7%	<b>100.0%</b>
RSA	70.3%	4.4%	5.8%	19.6%	<b>100.0%</b>
Zimbabwe	34.9%	16.3%	4.7%	44.2%	<b>100.0%</b>
<b>America</b>					
Canada	47.9%	2.8%	19.7%	29.6%	<b>100.0%</b>
USA	55.4%	8.9%	23.9%	11.9%	<b>100.0%</b>
<b>Asia &amp; Australia</b>					
Australia	54.0%	6.4%	19.1%	20.6%	<b>100.0%</b>
<b>Europe</b>					
Belgium	52.9%		30.0%	17.1%	<b>100.0%</b>
France	29.6%	0.5%	58.9%	10.9%	<b>100.0%</b>
Germany	31.7%	0.4%	59.0%	8.9%	<b>100.0%</b>
Italy	73.3%	4.4%	5.6%	16.7%	<b>100.0%</b>
Netherlands	39.7%	0.5%	48.9%	10.9%	<b>100.0%</b>
Norway	54.5%	0.0%	39.4%	6.1%	<b>100.0%</b>
Portugal	89.3%	0.0%	7.1%	3.6%	<b>100.0%</b>
Sweden	33.8%	0.0%	57.4%	8.8%	<b>100.0%</b>
Switzerland	75.3%	0.0%	14.8%	9.9%	<b>100.0%</b>
UK	52.2%	5.7%	27.2%	14.9%	<b>100.0%</b>

## Annex IV: Accommodation usage

Landscape table

TABLE 4: 2005  
COUNTRY/ ACCOMMODATION USAGE

Country	Hotel	B&B	Guest house	VFR	Self catering	Camping/ caravan	Backpacker	Game/ nature park	Other	Total
<b>Africa</b>										
Lesotho	23.3%	6.7%	3.3%	40.0%	3.3%	6.7%	3.3%	0.0%	13.3%	<b>100.0%</b>
Mozambique	9.0%	3.1%	2.7%	24.5%	1.2%	0.4%	0.9%	3.2%	55.0%	<b>100.0%</b>
RSA	28.6%	5.0%	3.6%	23.5%	1.5%	2.7%	1.4%	2.1%	31.6%	<b>100.0%</b>
Zimbabwe	9.1%	2.3%	11.4%	36.4%	2.3%	0.0%	2.3%	9.1%	27.3%	<b>100.0%</b>
<b>America</b>										
Canada	26.8%	7.0%	5.6%	5.6%	0.0%	2.8%	14.1%	7.0%	31.0%	<b>100.0%</b>
USA	38.2%	8.9%	6.3%	6.7%	2.2%	3.3%	10.4%	8.2%	15.9%	<b>100.0%</b>
<b>Asia &amp; Australia</b>										
Australia	24.6%	10.1%	10.1%	1.5%	1.5%	1.5%	10.1%	8.7%	31.9%	<b>100.0%</b>
<b>Europe</b>										
Belgium	22.9%	11.4%	5.7%	1.4%	0.0%	0.0%	4.3%	27.1%	27.1%	<b>100.0%</b>
France	60.8%	18.4%	4.2%	1.4%	0.5%	0.5%	4.2%	6.3%	3.6%	<b>99.9%</b>
Germany	51.1%	4.7%	3.0%	0.6%	0.3%	1.2%	4.9%	7.0%	27.3%	<b>100.1%</b>
Italy	38.9%	8.9%	8.9%	2.2%	0.0%	1.1%	6.7%	12.2%	21.1%	<b>100.0%</b>
Netherlands	48.7%	9.7%	5.9%	0.5%	0.3%	5.7%	5.9%	17.0%	6.4%	<b>100.0%</b>
Norway	51.5%	0.0%	9.1%	3.0%	0.0%	3.0%	21.2%	0.0%	12.1%	<b>100.0%</b>
Portugal	25.0%	3.6%	0.0%	7.1%	0.0%	3.6%	3.6%	3.6%	53.6%	<b>100.0%</b>
Sweden	58.8%	5.9%	2.9%	0.0%	0.0%	0.0%	14.7%	4.4%	13.2%	<b>100.0%</b>
Switzerland	40.2%	13.4%	6.1%	0.0%	0.0%	2.4%	9.8%	11.0%	17.1%	<b>100.0%</b>
UK	33.4%	5.4%	5.1%	9.4%	2.2%	2.5%	12.3%	10.7%	19.2%	<b>100.0%</b>

## Annex V: Age group

TABLE 6: 2005  
AGE GROUP

Country	18-24	25-34	35-44	45-54	55-64	65+ years	Undefined	Total
Africa								
Lesotho	0.0%	36.7%	40.0%	16.7%	3.3%	3.3%	0.0%	100.0%
Mozambique	10.4%	42.9%	33.0%	9.5%	2.7%	1.1%	0.5%	100.0%
RSA	9.1%	28.6%	36.0%	17.1%	6.1%	2.8%	0.4%	100.0%
Zimbabwe	2.3%	23.3%	53.5%	18.6%	2.3%	0.0%	0.0%	100.0%
America								
Canada	22.5%	21.1%	22.5%	15.5%	9.9%	7.0%	1.4%	100.0%
USA	15.8%	24.2%	25.8%	13.1%	12.7%	7.7%	0.8%	100.0%
Asia & Australia								
Australia	11.1%	28.6%	27.0%	11.1%	11.1%	11.1%	0.0%	100.0%
Europe								
Belgium	4.3%	31.4%	24.3%	12.9%	12.9%	14.3%	0.0%	100.0%
France	5.3%	27.2%	31.4%	12.9%	4.2%	18.9%	0.2%	100.0%
Germany	5.4%	23.6%	36.2%	12.2%	6.3%	16.2%	0.2%	100.0%
Italy	4.4%	34.4%	41.1%	13.3%	5.6%	1.1%	0.0%	100.0%
Netherlands	7.6%	23.6%	34.1%	8.2%	7.3%	19.0%	0.2%	100.0%
Norway	18.2%	24.2%	30.3%	15.2%	3.0%	9.1%	0.0%	100.0%
Portugal	7.1%	32.1%	42.9%	14.3%	3.6%	0.0%	0.0%	100.0%
Sweden	13.2%	22.1%	29.4%	11.8%	5.9%	14.7%	2.9%	100.0%
Switzerland	2.5%	29.6%	34.6%	8.6%	11.1%	13.6%	0.0%	100.0%
UK	14.4%	23.3%	24.5%	13.3%	13.0%	11.0%	0.5%	100.0%

## Annex VI: Travel partnership

TABLE 7: 2005

	Alone	With partner	With colleagues	With children under 18yrs	With family	Packaged tour	Other	Total
<b>Africa</b>								
Lesotho	20.0%	13.3%	46.7%	3.3%	13.3%	3.3%	0.0%	<b>100.0%</b>
Mozambique	34.6%	19.8%	25.6%	1.4%	8.1%	10.1%	0.4%	<b>100.0%</b>
RSA	25.5%	26.8%	24.8%	1.2%	13.6%	7.6%	0.5%	<b>100.0%</b>
Zimbabwe	39.5%	14.0%	16.3%	2.3%	14.0%	14.0%	0.0%	<b>100.0%</b>
<b>America</b>								
Canada	8.5%	22.5%	15.5%	0.0%	16.9%	36.6%	0.0%	<b>100.0%</b>
USA	12.7%	24.2%	25.4%	1.2%	12.7%	23.9%	0.0%	<b>100.0%</b>
<b>Asia &amp; Australia</b>								
Australia	7.9%	23.8%	15.9%	1.6%	17.5%	33.3%	0.0%	<b>100.0%</b>
<b>Europe</b>								
Belgium	4.3%	22.9%	21.4%	1.4%	12.9%	37.1%	0.0%	<b>100.0%</b>
France	1.8%	15.3%	7.8%	0.4%	12.4%	62.3%	0.2%	<b>100.0%</b>
Germany	2.1%	19.5%	7.4%	0.0%	9.9%	61.0%	0.2%	<b>100.0%</b>
Italy	3.3%	43.3%	25.6%	3.3%	10.0%	14.4%	0.0%	<b>100.0%</b>
Netherlands	1.5%	27.3%	7.1%	0.2%	8.7%	54.0%	1.2%	<b>100.0%</b>
Norway	6.1%	18.2%	33.3%	0.0%	6.1%	36.4%	0.0%	<b>100.0%</b>
Portugal	14.3%	42.9%	25.0%	0.0%	14.3%	3.6%	0.0%	<b>100.0%</b>
Sweden	5.9%	13.2%	10.3%	0.0%	10.3%	60.3%	0.0%	<b>100.0%</b>
Switzerland	2.5%	44.4%	19.8%	2.5%	13.6%	17.3%	0.0%	<b>100.0%</b>
UK	13.3%	26.3%	17.4%	0.2%	10.3%	32.0%	0.5%	<b>100.0%</b>

## Annex VII: Activities engaged

TABLE 8: 2005  
COUNTRY/ACTIVITIES

Country	Wildlife	Adventure	Sports	Nightlife	Casino	Site	seeing historical & heritage	Shopping	Business	Trading	Social	Other	Total
	seeing	historical & heritage											
<b>Africa</b>													
Lesotho	8.2%	4.1%	6.9%	12.3%	1.4%	9.6%	11.0%	21.9%	4.1%	1.4%	15.1%	4.1%	<b>100.0%</b>
Mozambique	7.1%	2.1%	2.9%	2.2%	2.3%	5.0%	5.5%	33.6%	9.1%	4.9%	5.8%	19.6%	<b>100.0%</b>
RSA	6.0%	3.6%	6.7%	5.4%	7.7%	7.6%	7.7%	20.8%	8.0%	1.6%	12.0%	12.9%	<b>100.0%</b>
Zimbabwe	12.1%	0.0%	3.6%	3.6%	2.4%	9.6%	9.6%	26.5%	8.4%	0.0%	13.3%	10.8%	<b>100.0%</b>
<b>America</b>													
Canada	14.3%	3.8%	1.5%	0.8%	0.8%	15.0%	17.3%	27.1%	3.0%	0.0%	2.3%	14.3%	<b>100.0%</b>
USA	14.8%	4.5%	3.5%	3.7%	3.4%	15.6%	16.6%	23.3%	3.5%	0.6%	5.7%	4.8%	<b>100.0%</b>
<b>Asia &amp; Australia</b>													
Australia	11.1%	4.6%	3.9%	1.3%	2.6%	17.7%	17.7%	27.5%	1.3%	0.0%	2.6%	9.8%	<b>100.0%</b>
<b>Europe</b>													
Belgium	15.8%	5.9%	2.6%	1.3%	0.7%	11.2%	23.7%	23.0%	0.7%	0.7%	3.3%	11.2%	<b>100.0%</b>
France	9.9%	1.7%	1.2%	1.7%	1.6%	13.7%	31.3%	32.8%	1.3%	1.0%	2.0%	1.9%	<b>100.0%</b>
Germany	9.3%	2.8%	1.7%	1.5%	1.8%	11.4%	25.9%	31.2%	1.9%	0.6%	1.1%	10.8%	<b>100.0%</b>
Italy	0.0%	2.9%	4.1%	2.9%	2.9%	23.3%	20.9%	29.7%	2.3%	0.0%	3.5%	7.6%	<b>100.0%</b>
Netherlands	15.6%	2.3%	1.1%	1.2%	0.7%	12.7%	29.8%	30.3%	1.0%	1.0%	2.0%	2.5%	<b>100.0%</b>
Norway	12.4%	3.7%	4.9%	2.5%	3.7%	8.6%	23.5%	21.0%	4.9%	3.7%	6.2%	4.9%	<b>100.0%</b>
Portugal	14.6%	3.6%	3.6%	3.6%	5.5%	14.6%	10.9%	23.6%	0.0%	0.0%	3.6%	16.4%	<b>100.0%</b>
Sweden	11.3%	5.0%	1.3%	0.0%	0.6%	8.8%	29.4%	31.3%	1.9%	2.5%	3.8%	4.4%	<b>100.0%</b>
Switzerland	15.2%	0.0%	0.0%	0.6%	1.9%	19.0%	24.1%	27.9%	1.9%	0.0%	1.9%	7.6%	<b>100.0%</b>
UK	16.3%	4.3%	3.6%	2.8%	4.1%	15.8%	17.4%	23.0%	2.4%	1.1%	5.3%	4.0%	<b>100.0%</b>

## Annex VIII: Visit frequency

TABLE 9: 2005

Country	First	COUNTRY/ VISIT FREQUENCY								Total
		At least weekly	Once a month	Quarterly	Twice a year	Once a year	Less frequently	Other		
<b>Africa</b>										
Lesotho	50.0%	0.0%	3.3%	10.0%	0.0%	16.7%	20.0%	0.0%	<b>100.0%</b>	
Mozambique	7.2%	10.3%	35.1%	14.3%	5.5%	2.1%	25.3%	0.3%	<b>100.0%</b>	
RSA	23.3%	3.4%	19.8%	14.6%	8.1%	7.0%	23.4%	0.5%	<b>100.0%</b>	
Zimbabwe	51.2%	0.0%	4.7%	7.0%	11.6%	7.0%	18.6%	0.0%	<b>100.0%</b>	
<b>America</b>										
Canada	87.3%	0.0%	0.0%	0.0%	1.4%	1.4%	9.9%	0.0%	<b>100.0%</b>	
USA	87.7%	0.0%	1.5%	1.2%	0.4%	1.5%	7.3%	0.4%	<b>100.0%</b>	
<b>Asia &amp; Australia</b>										
Australia	87.3%	0.0%	0.0%	1.6%	0.0%	0.0%	11.1%	0.0%	<b>100.0%</b>	
<b>Europe</b>										
Belgium	92.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	1.4%	<b>100.0%</b>	
France	92.8%	0.2%	0.2%	1.4%	1.8%	0.4%	3.4%	0.0%	<b>100.0%</b>	
Germany	95.8%	0.1%	0.0%	0.4%	0.3%	0.5%	2.4%	0.5%	<b>100.0%</b>	
Italy	92.2%	4.4%	0.0%	0.0%	2.2%	0.0%	0.0%	1.1%	<b>100.0%</b>	
Netherlands	94.9%	0.0%	0.0%	0.3%	0.5%	0.2%	3.6%	0.5%	<b>100.0%</b>	
Norway	97.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	<b>100.0%</b>	
Portugal	21.4%	0.0%	0.0%	10.7%	17.9%	7.1%	42.9%	0.0%	<b>100.0%</b>	
Sweden	91.2%	1.5%	1.5%	0.0%	1.5%	0.0%	4.4%	0.0%	<b>100.0%</b>	
Switzerland	92.6%	0.0%	0.0%	0.0%	0.0%	3.7%	3.7%	0.0%	<b>100.0%</b>	
UK	80.1%	0.2%	0.0%	2.3%	2.1%	3.4%	11.4%	0.5%	<b>100.0%</b>	